

## REMARKS

This Response is submitted in reply to the Office Action dated March 24, 2006. Claims 1-26 are pending in the patent application. Claims 1, 8-10 and 19-20 have been amended. Support for the amendments is provided at least on page 17, lines 10-14, and no new matter has been added by any of the amendments made herein. The Commissioner is hereby authorized to charge deposit account 02-1818 for any fees which are due and owing.

Claims 1-4, 6-15, 17 and 19-26 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,177,931 to Alexander et al. ("Alexander"). Claims 5, 16 and 18 were rejected under 35 U.S.C. §103(a) as being unpatentable over Alexander in view of U.S. Patent No. 5,561,708 to Remillard ("Remillard"). For at least the reasons provided below, Applicant respectfully disagrees and traverses these rejections.

Alexander discloses an electronic programming guide ("EPG") that is an improvement over previous EPGs. The system in Alexander enables viewers to better control video recording of future scheduled programs, improves the display and navigation of programs to a viewer and provides other functions related to the scheduling and display of programs such as television programs to a viewer. A television display displays a navigation bar, a grid guide and an information box. These items display programming information and also enable a viewer to find and/or record programs on the display. Additionally, windows are displayed on the screen display. One window displays a real time television program. Another window displays an ad for a future telecast program and another window displays an ad for a product or service. Each of the non-real time television program windows are linked to additional information about the product or service displayed in that window.

However, Alexander does not disclose or suggest that selecting or displaying information in the non-real time television program windows reduces the cost of a service associated with the display and provided to the viewer. For at least this reason, it is respectfully submitted that Alexander does not disclose or suggest that a display device is associated with a cost calculator, the cost calculator being configured to calculate a cost of a service provided and the cost calculator being further configured to reduce the cost if first information that supplements at least one television broadcast program displayed on the display device is displayed.

For at least these reasons, it is respectfully submitted that Claim 1 and Claims 2-7, which depend from Claim 1, are each patentably distinguished over Alexander and are in condition for allowance. For similar reasons, it is respectfully submitted that Claims 8-10 and 19-20, Claims 11-18, which depend from Claim 10, and Claims 21-26, which depend from Claim 20, are each patentably distinguished over Alexander and are in condition for allowance.

Remillard discloses an electronic device and method for accessing remote electronic facilities and displaying associated information on a conventional television set. However, it is respectfully submitted that, like Alexander, Remillard does not disclose or suggest that a display device is associated with a cost calculator, the cost calculator being configured to calculate a cost of a service provided and the cost calculator being further configured to reduce the cost if first information that supplements at least one television broadcast program displayed on the display device is displayed.

For at least these reasons, it is respectfully submitted that Claim 5 is patentably distinguished over Alexander in view of Remillard and is in condition for allowance. For similar reasons, it is respectfully submitted that Claims 16 and 18 are each patentably distinguished over Alexander in view of Remillard and are in condition for allowance.

An earnest endeavor has been made to place this application in condition for allowance, and such allowance is courteously solicited. If the Examiner has any questions related to this Response, Applicant respectfully requests that the Examiner contact the undersigned.

Respectfully submitted,

BY 

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